



WTIC-TV

ORDER

Print Date 10/31/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 398992 - 3

Original Date / Revision
10/31/12 10/31/12

Advertiser House Majority Pac

Agency Waterfront Strategies

Buying Contact

3050 K St NW
Suite 100
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
HOUSE MAJORITY PAC

Agency Com 15%

Billing Contact
3050 K St NW
Suite 100
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2075

Alt Order # 06378178

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 14% Market Value 381250

Competing Station	% of Order	Amount
2WCCT	1%	3812
3WFSB	19%	72437
4WVIT	28%	106750
5WTNH	38%	144875
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	69	\$45,368.75	\$53,375.00	0.00	10/29/12	11/05/12	69	\$45,368.75	\$53,375.00
Totals	69	\$45,368.75	\$53,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/30/12	11/02/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- TWTF - -		4		\$200.00		0.00					
2	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- TWTF - -		2		\$1,800.00		0.00					
3	61	10/30/12	11/02/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- TWTF - -		4		\$200.00		0.00					
4	61	10/30/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- TWTF - -		4		\$200.00		0.00					
5	61	10/30/12	11/02/12		CM	3p-4p	- TWTF - -	:30	4	\$300.00	02	0.00	NM	4	\$1,200.00



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Contract / Revision **398992- 3** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1---					1	\$6,000.00		0.00			
16	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1---	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1---					1	\$6,000.00		0.00			
18	61	11/05/12	11/05/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
19	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
20	61	11/05/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
21	61	11/05/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
22	61	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$300.00		0.00			
23	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$425.00		0.00			
24	61	11/05/12	11/05/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$650.00		0.00			
25	61	11/05/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
26	61	11/05/12	11/05/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$650.00		0.00			
27	61	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
28	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			



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Contract / Revision **398992- 3** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00			
29	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,300.00		0.00			
30	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$350.00		0.00			
31	61	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$150.00		0.00			
32	61	11/01/12	11/02/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$650.00		0.00			
33	61	11/01/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	---TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$650.00		0.00			
34	61	11/01/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$350.00		0.00			
N35	61	11/02/12	11/02/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$3,000.00		0.00			
N36	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$3,000.00		0.00			
Totals														69	\$53,375.00